

**DORAL** (continued)

- Pricing communication critical to promotions success.
  - ➔ Ensure \$1 off 2 pack price is determined from the non-promoted price for 2 packs of DORAL.
  - ➔ Use display, paster and wobler POS to convey net price for 2 packs of DORAL (\$1 off 2 packs).
  - ➔ Use new pack or carton pricers to convey net price of offer and amount saved with offer.

Example: \$1.69 Non-promoted DORAL pack price

$\begin{array}{r} \times 2 \text{ Packs} \\ \$3.38 \text{ For 2 packs} \end{array}$

Net Pricing communication (display, paster, wobler) \$2.38

Pack/Carton pricers - You Save!	Special Price
\$1.00	\$2.38

- VAP ship date to retail accounts is week of January 19, 1998.
- January - CTS Outlet Carton Promotion

\$7.50 off special 15 pack carton with name generation insert.

- Promotion targeted for Retail Partners.
- Designed to ensure franchise retention in key class of trade for DORAL.
- Generate competitive and franchise names for DORAL & Co.
- Promotion to arrive at direct accounts as follows:
  - ➔ All product in live cartons with "Special Offer" stickers on carton end panel, along with 50¢ off tear tape on packs.
  - ➔ Direct account should place 1 specially marked carton (with "Special Offer" sticker) into 15 pack carton.
  - ➔ Direct account should also place 5 additional specially marked packs (50¢ off tear tape) in 15 pack carton to complete the offer.
  - ➔ 10 offers per shipper SKU (15 total cartons).

SPECIAL NOTE: All product included in the special 15 pack carton will have 50¢ off tear tape.

- Pricing communication critical to promotion success.
  - ➔ Ensure \$7.50 off special carton price determined from non-promoted price for 1½ carton of DORAL.
  - ➔ Use 8 case header and paster to communicate net price for special carton.
  - ➔ Use new pack or carton pricers to convey net price and amount saved with offer. (See \$1.00 off 2 pack pricing example.)
- VAP ship date to direct accounts is week of January 19, 1998.

**SPECIAL NOTE: \$1.00 off 2 packs and \$7.50 off special 15 pack carton promotions for DORAL are 1998 promotions and must be shipped to direct accounts no earlier than 1/2/98 and no later than 1/9/98. Every effort should be made to move promotions to retail the week of January 19 to ensure proper execution for February promotions.**

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